



September 18, 2024

ITEM TITLE: AMENDED STAFF REPORT - CONSIDERATION OF PROPOSED REQUEST TO EXTEND AN EXISTING MURAL AT VETERANS PARK. (1000-10)

ORIGINATING DEPARTMENT:

City Manager

EXECUTIVE SUMMARY:

The Imperial Beach Arts Bureau has submitted a mural application to extend an existing mural, “One Love”, which is located on the south-facing wall of the restroom facility at Veterans Park, to the west-facing wall. City Council Policy No. 618 – Murals on Public Property sets forth mural criteria and the application process for murals proposed in public areas. This Policy intends to ensure all murals proposed in public areas have been reviewed by city staff for completeness and approved by the City Council before mural execution. Murals are required to meet all the mural criteria, policies, and guidelines outlined in the policy unless otherwise approved by the City Council.

RECOMMENDATION:

That the City Council receive the report and consider approval of the proposed mural extension request.

OPTIONS:

The City Council can also:

- Discuss and consider approving the mural extension as proposed; or
- Request modifications of the proposed mural extension; or
- Continue the discussion to a future meeting with direction to the City Manager; or
- Deny the mural extension request.

BACKGROUND/ANALYSIS:

In recent years, murals in Imperial Beach have generated more interest and become more prevalent throughout the city. The City views art, including murals, as integral to the community yet also recognizes that any mural on public property is a controlled message of the City. On November 2, 2022, the City Council adopted Resolution 2022-84 approving City Council Policy No. 618 – Murals on Public Property. This Policy sets forth mural criteria and the application process for murals proposed in public areas including buildings and parks owned by the City. This

Policy intends to ensure all murals proposed on city facilities have been reviewed by city staff for completeness and approved by the city council during a regularly scheduled meeting before mural execution. Murals must meet all the mural criteria, policies, and guidelines outlined in Policy No. 618; however, the City Council holds the sole authority to approve or waive any of the criteria and requirements listed in the application.

The Imperial Beach Arts Bureau has submitted a mural application proposing to extend an existing mural located on the south-facing wall of the city-owned restroom facility at Veterans Park. The existing mural, themed “One Love”, shows a young couple embracing and surrounded by a field of flowers and is an original artwork that was created by artist Isabella Anderson. The proposed extension would wrap the existing mural around the southern wing of the west-facing wall of the restroom facility in the same flower motif that is shown on the southern wall.

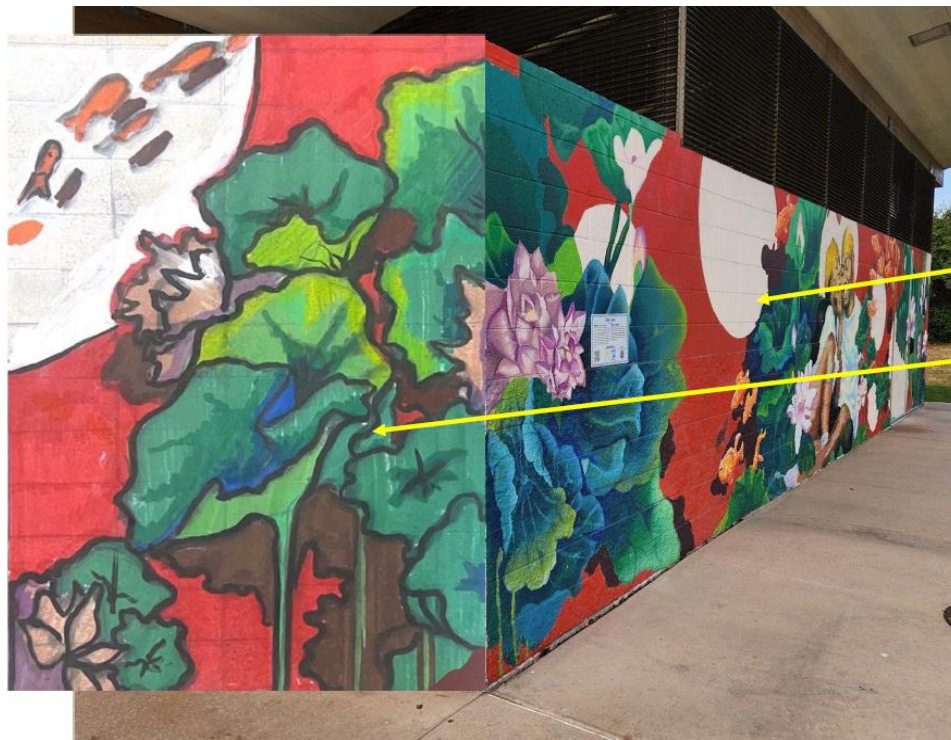




Proposed Art Location

Existing "One Love" mural

Proposed mural extension location



Proposed Artwork

Existing "One Love" mural

Proposed mural extension Artwork

The proposed mural extension would measure 6 feet in width and 8 feet in height for a total of 48 square feet. The proposed design would be painted using a water-based latex paint to match the existing floral design ensuring that the mural extension is cohesive and presented as a single piece.

The applicant acknowledges that it is the responsibility of the artist to create, install, fund, and maintain the mural. The artist proposes to prepare the wall appropriately and would utilize an anti-

graffiti coating to help mitigate issues that may arise from vandalism or graffiti. Additionally, the artist shall carry any required insurance coverage per City Council Policy 618.

As it exists today, the current mural can only be seen if approached from the south side of Veteran's Park and the applicant desires to engage viewers approaching from the west and finalize the overall beautification of the restroom facility. Following City Mural Policy No. 618 criteria, the mural would be painted by the original artist, Isabella Anderson, who also designed and painted the existing mural. Isabella's past artwork in Imperial Beach also includes the Stardust Donut mural, the Lowrider mural on Mason's Garage, and the Kraken Mural on Basswood Avenue. The artist would be financially sponsored by the Imperial Beach Arts Bureau whose mission is to empower artists and create community and is based in Imperial Beach.

The artist estimates an installation timeline of two weekends. To complete the project, the artist is requesting the use of the utility closet within the restroom facility for the duration of the project for mop sink access and storage of materials.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT: No direct cost to the City. Per Policy No. 618 – Murals on Public Property, the artist is responsible for the cost and material for installing and maintaining the mural and the artist shall carry any required insurance coverage.

ATTACHMENTS:

ATT 1 – One Love Mural Extension Request - Application

ATT 2 – One Love Mural Extension Request - Supplemental Information

ATT 3 – Resolution 2022-84 City Policy No. 618 – Murals on Public Property